GOVERNMENTOF ANDHRA PRADESH

**ABSTRACT**

Animal Husbandry Department — Continuation of Andhra Pradesh Urban Infrastructure Assets Management Limited(APUIAML) for providing PMA & TA services for the 3rd consecutive Financial year 2023-24 from 01.05.2023 on wards to the Animal Husbandry Department, Andhra Pradesh Livestock Development Agency & Meat Development Corporation of Andhra Pradesh - Orders — Issued.

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ANIMAL HUSBNADRY, DAIRY DEVELOPMENT & FISHERIES (AH.III) DEPARTMENT

**G.O.Rt.No.189** **Dated:12/07/2023.**

Read the following: -

1. G.O.Ms.No.132, MA&UD (U.I) Department, Dated: 24.05.2016
2. G.O.Rt. No.357, MA&UD (U.I) Department; Dated:15.05.2017.
3. G.O.Rt.No.86, AH,DD&F (AH.I) Department; Dated:06-04-2021.
4. From the Director of Animal Husbandry, A.P., Vijayawada, Lr.Roc.No.AHF02-34031/41/2021-FSEC-DAH, Dt:25.04.2022.

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**ORDER:**

In the reference 5th read above, the Director of Animal Husbandry, A.P., Vijayawada among other things, has requested the Government to consider the request made by the APUIAML to accord permission for continuing PMA & TA services for the 3rd consecutive Financial year 2023-24 from 01.05.2023 onwards to the Animal Husbandry Department, Andhra Pradesh Livestock Development Agency, Meat Development Corporation of Andhra Pradesh and to increase in retainer ship fee from 3.50 Lakhs including GST to Rs. 5.00 Lakhs excluding GST per month as they have to engage additional experts for delivering PMA & TA services to the Animal Husbandry and allied wings i.e., APLDA & MDCAP.

2. Government after careful examination, hereby accord permission to the Director of Animal Husbandry Department, A.P., Vijayawada to engage Andhra Pradesh Urban Infrastructure Assets Management Limited (APUIAML) for continuing Project Management Agency Services (PMA) & Transaction Advisory (TA) services for the 3rd consecutive Financial year 2023-24 from 01.05.2023 on wards to the Animal Husbandry Department(AHD), Andhra Pradesh Livestock Development Agency (APLDA) & Meat Development Corporation of Andhra Pradesh (MDCAP) with the existing retainer ship fee of Rs.3.50 Lakhs including GST per month within the Budget provided only, in the following areas of specification:

**(a) Implementation of National Livestock Mission (NLM) scheme:**

- Continuation of the existing scheme / work with a focus to create more awareness to the farmers / FPOs / Entrepreneurs and involve a greater number of applicants to the program.
- to undertake all desk and field monitoring and identifying sectorial preferences, update on applications selected under the scheme, compilation of project-wise progress report, outcomes etc., pertaining to NLM.
- PMA shall assist in preparing project proposal(s), hand holding the beneficiaries on the queries w.r.t. NLM, scouting the proposals, assist Eligible Entities (EE) in obtaining statutory clearances required for the project, interaction with the banks, assist EE in formulation of DPR(s) and in submission of proposal on Udyami Mitra Portal for DAH, AP.
- Assist DAH, AP in all the matters relating to identification, monitoring and evaluation of the projects and preparation reports to be uploaded on portal for approval before Project Sanctioning Committee and Project Approval Committee.

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**(b) Development of Small, Medium & Mega Abattoirs / Meat Processing Units in Andhra Pradesh — For MDCAP:**

- Issue of Expression of Interest (Eol)
- Interact with prospective investors and create awareness on various advantages & incentives pertaining to the project(s).
- Establish a model for implementation of the same under various categories in line with the policies of GoAP and DAH.
- Identification of land for implementation / development of various projects including Land Due Diligence, assistance in Land alienation etc.
- Preparation of Land Feasibility Reports (As required).
- Bid Process Management.

The proposed project is suggested to be developed under PPP model or any other as finalized by DAH / GoAP

Reasons Considering the project under PPP model:

i. Administrative, Marketing, Cap Ex & Op Ex burden shall not be on AHD/ MDCAP / GoAP.
ii. Fixed Revenue to the department during the entire Agreement period.
iii. Operational expertise lies with experienced private player and the risk of Capital lies with the same owing to better implementation of project.
iv. Greater visibility for the project.

**(c) Scaling up the implementation and promotion of indigenous cow milk and its byproducts with organic certification on a commercial scale. We will continue to work towards conserving local breed cow farms (LBCCF) and supporting the APLDA.**

- Expanding the product range: To explore new product categories such as flavored milk, yogurt, protein powders, and other dairy-based products. This will not only increase the revenue but also help FPC in catering to the varied needs of consumers.
- Strengthening distribution channels: To create stronger partnerships with retail and online marketing giants to increase FPC shelf space and visibility. This will help FPC in expanding the reach to a larger audience.
- Introducing loyalty programs: To introduce loyalty programs to incentivize FPC consumers to continue purchasing FPC products. This will help in building brand loyalty and create repeat customers.
- Enhancing marketing strategies: To continue to invest in FPC marketing strategies to increase brand awareness and create a memorable impression on consumers. This will include advertising campaigns, social media promotions, and influencer marketing.
- Strengthening partnerships: Facilitate partnerships between FPC brand and individuals, JLG's, SHO's, private farms, and bio-fertilizer distributors. This will help in creating a stronger network and increased collaboration.

**(d) Breed multiplication Farm (NDDB):**

- Facilitate for applying Expression of Interest (Eol): This task involves assisting interested parties in applying for the Eol for the breed multiplication farm project. This could include providing information on the application process, assisting with filling out the application form, and submitting the application on behalf of the interested party.
- Interact with interested entrepreneurs/private individuals/ FPOs/ SHGs and create awareness on various advantages pertaining to the project: This task involves creating awareness and providing information on the benefits of the breed multiplication

(Condt.....3)

- farm project to potential applicants. This could include organizing information sessions, providing materials, and answering questions.
- The Breed multiplication Farm should be maintained by the selected applicants to maintain 200 cows / buffaloes of elite breeds: This task involves ensuring that the selected applicants understand their responsibilities for maintaining the breed multiplication farm, which includes caring for 200 cows/buffaloes of elite breeds.
- The funding pattern will be done by Central Government with an assistance of 50% subsidy over the approximate Rs.4.00 Cr project: This task involves providing information to potential applicants on the funding pattern for the project. It appears that the Central Government will provide 50% subsidy for the approximate Rs.4.00 Cr project, which could be an attractive incentive for potential applicants.
- The NDDB has proposed to apply with different formats and provided time limit 25th of every month for processing the application and for calling for interviews: This task involves adhering to the application
- format provided by the NDDB and ensuring that applications are submitted before the deadline of the 25th of every month. It is also important to ensure that the application materials are complete and meet the requirements outlined by the NDDB to increase the likelihood of being called for an interview.

**(e) <u>Technical & Transactional Advisory services for Animal Husbandry Department</u>**

- Uploading of approved Request for Proposals/tender documents in e-procurement Website: This task involves posting the relevant documents on the e-procurement website where potential vendors can access them. The documents should be complete and accurate to ensure that vendors have all the necessary information to submit their proposals.
- Assistance for issuing of Corrigendum/addendum in e-procurement website upon taking relevant approvals: Corrigendum/addendum refers to changes or updates made to the original RFP/tender documents. Issuing these changes in a timely and accurate manner is crucial to ensure that all vendors have equal and fair access to the same information.
- Preparing Draft Evaluation Reports for the committee: This task involves analyzing the proposals received from vendors and preparing a draft evaluation report for the procurement committee. The report should provide a detailed analysis of each proposal, highlighting the strengths and weaknesses of each, and providing a recommendation for the winning vendor.
- Conducting reverse tendering process and evaluating the same based on the outcome after the reverse tendering procedure: Reverse tendering is a process where vendors bid downwards against each other, rather than upwards, to win the contract. This task involves overseeing the reverse tendering process and evaluating the outcome to ensure that the winning vendor meets all the necessary requirements.
- Activities of the above are not limited to e-procurement website but also to Gem Portal: The Gem portal is a platform created by the Indian government to facilitate online procurement processes. The tasks mentioned above should be performed on both platforms, as necessary, to ensure that all vendors have equal access to the procurement opportunities.

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**(f) Implementation of the Generic Veterinary drug store (52 No.s Pashu Aushadhi Kendra's in the State of Andhra Pradesh under Dr. YSR Pashu Aushadhi Nestham)**

- Conduct a feasibility study: Before implementing the project, conduct a feasibility study to determine if it is viable and sustainable. This should include preparing a detailed project report (DPR) and a techno-economic feasibility report.
- Identification of suitable location: Identify a suitable location for the pilot project based on factors such as accessibility, demand for veterinary drugs, and availability of trained staff.
- Assistance in Setting up the store: Assistance in Establishing the generic veterinary drug store at the selected location including the identification of supplier(s) and beneficiary(s), and ensure that it meets all the required statutory and regulatory requirements.
- Assistance in Procurement of medicines: Includes in cross functional assistance between the supplier & beneficiary assisting in a sufficient quantity of veterinary medicines, based on the types of animals that are likely to be treated in the area. Work with DAH doctors to identify fast-moving medicines and negotiate with suppliers to procure them at a lower price.
- Monitor progress: Track the progress of the pilot project at the SSVH Vijayawada campus premises, and replicate the same in other districts. Collect feedback from customers, store staff, and other stakeholders, and use this information to make improvements to the project.
- Facilitate franchisee agreements: Assist eligible beneficiaries to establish a generic veterinary drug store unit by facilitating communication and negotiations between them and franchisor(s).
- Expand product offerings: Work with franchisers to provide a wider range of medicines that are sellable in the store's location and based on the types of animals treated. This can help increase sales and profitability for the store.
- Continuously improve the project: Continuously evaluate and improve the project by monitoring key performance indicators, such as sales, customer satisfaction, and profitability. Use this information to make adjustments as needed to ensure the success of the pilot project.

**(g) Providing other hand-holding services as required by the department like**

- Capacity building and training programs for farmers and entrepreneurs on various aspects of animal husbandry, such as breed selection, animal nutrition, disease management, and marketing.
- Facilitating linkages between farmers and other stakeholders in the livestock value chain, such as feed manufacturers, veterinary service providers, and buyers of livestock products.
- Providing technical assistance to farmers and entrepreneurs in preparing project proposals, business plans, and financial projections. Assisting farmers in accessing various government schemes and subsidies related to animal husbandry.
- Providing guidance and support to farmers in complying with regulatory requirements related to animal health and welfare, environmental standards, and food safety.
- Facilitating access to finance and credit for farmers and entrepreneurs through partnerships with financial institutions and investors.
- Conducting market research and analysis to identify new opportunities and trends in the livestock sector, and providing insights and recommendations to the department and stakeholders

**(h) Facilitation investment projects (MoU's entered during GIS 2023) and estimated timelines for realization & implementation:**

- Facilitating by providing a single point of contact for investors to streamline the approval process and reduce hurdles.

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- Facilitate access to land by identifying suitable land parcels for implementation of project in coordination with departments.
- Set clear timelines for obtaining necessary approvals, financial closure, and construction, to ensure smooth project implementation.
- Organize regular meetings with investors to discuss any issues they may face and liaison with departments to address them.
- Liaison with inter department for the fast processing of the requirement of the investors.

3. **TA services in Modernizing Existing Facilities at FSBS Banavasi in PPP Mode**

- Upgrade the existing infrastructure at FSBS Nandyal and Banavasi with modern technologies to enhance the semen production capacity.
- Facilitation of Install semen station monitoring systems at FSBS Banavasi for better monitoring of the production process.
- Liaisoning with NDDB and Experts for provide training to staff for operating and maintaining new equipment and technologies.

- Develop a detailed plan for the modernization of facilities with timelines and budget estimates.

- Ensure all upgrades and construction are in compliance with regulatory guidelines and protocols.
- DPR for establishing sexed semen laboratory at FSBS Banavasi.

4. **Duration of the engagement:**

The duration of the assignment shall be for Financial Year 2023-24 from 01-05-2023.

APUIAML will assign additionally three (3) dedicated resources to work on this assignment at the office of the Director of the Animal Husbandry Department. In addition, APUIAML will bring on board new experts as needed with expanding duties in the upcoming fiscal year.

**The team for PMA-DAH is as below:**

- Senior Operations & Technology Specialist
- Senior Marketing & Research Specialist
- Procurement & Legal Specialist

* A part from the above-mentioned resources, APUIAML shall provide its in house resources for timely delivery of services. The work/activities of the deployed resources shall be Coordinated by the Project Coordinator on day-to-day basis. The Project Coordinator shall be the point of contract for the Department on behalf of APUIAML.

5. **Fees for Services:**

The existing retainer ship fee of Rs.3.50 Lakhs including GST per month for the above scope of work for Financial Year 2023-24 from01.05.2023 within the budget Provided only.

6. The Director of Animal Husbandry, A.P., Vijayawada shall take necessary action accordingly.

(Condt.....6)

7. This order issues with the concurrence of the Finance (HR.I-Plg.&Policy) Department vide Finance U.O.No.HROPDPP/142/2022, Computer No. 1743493, Dt:24.05.2023.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

GOPAL KRISHNA DWIVEDI
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)

To
The Director of Animal Husbandry, Andhra Pradesh, Vijayawada.
The Chief Executive Officer, APUIAML, Vijayawada,
Copy to:
OSD to Minister(AHDD&F).
P.S. to Special Chief Secretary to Government, AHDD&F Department.
The Finance (HR.I-Plg. & Policy) Department.
SC/SF.

//FORWARDED::BY ORDER//

SECTION OFFICER